



## **Global Tire Process Aids Market**

### **Overview**

A client required analysis of the tire process aids market in order to benchmark internal market data and in order to make suitable business decisions.

### **Objectives**

Provide market demand by process aid type for the global tire market.

### **Actions**

- Review tire process aid information in the Global Tire & Rubber Chemicals Database©.
- Segment tire process aid information appropriately into process aid types.
- Enhance information via market research and update information.
- Benchmark information from known confidential sources with reporting from the Global Tire & Rubber Chemicals Database©.

### **Outcome**

A full market report was provided with an associated Excel workbook.

The report and data were delivered to the agreed deadline.

The project was signed-off after a review call.